



Montgomery County, VA

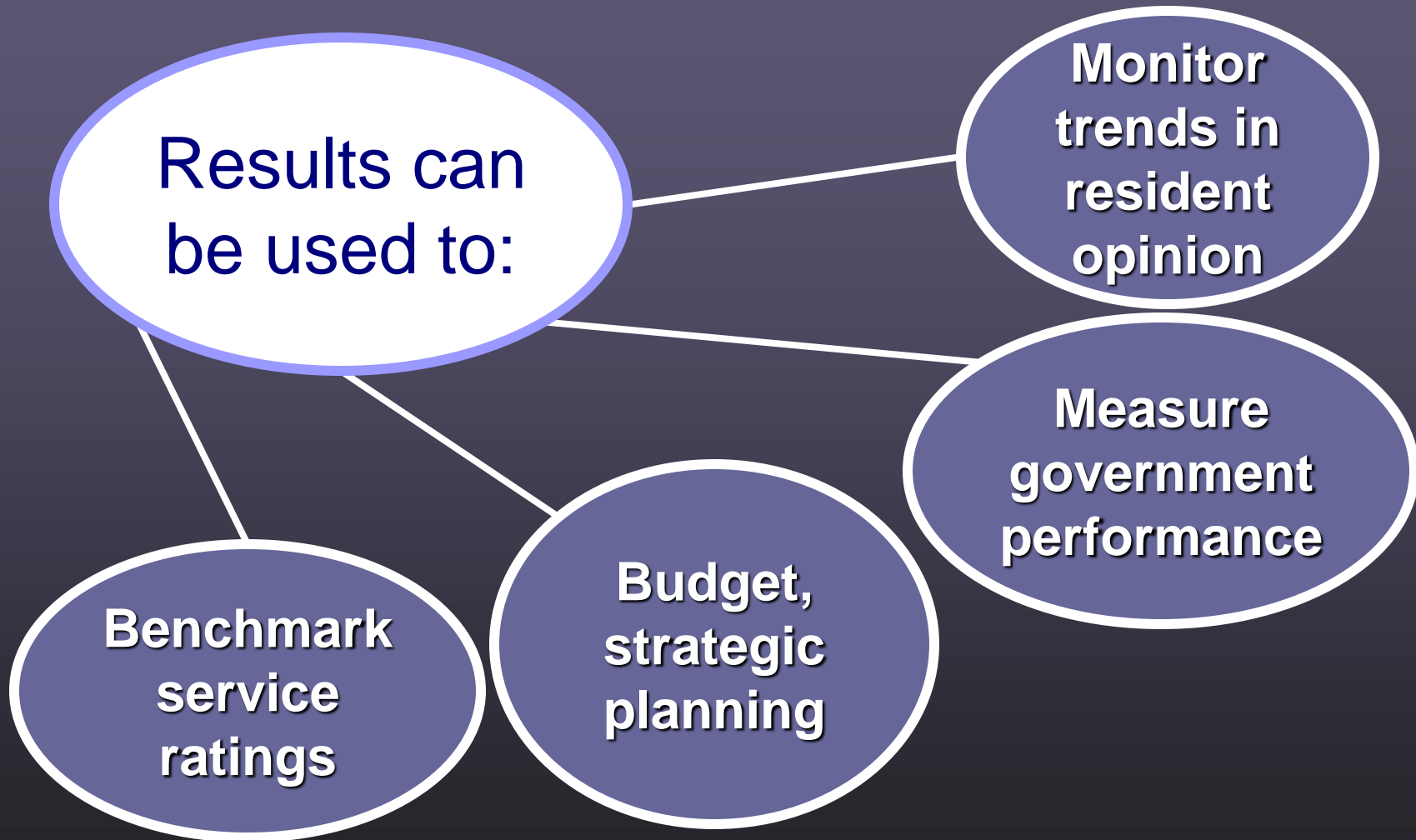
**Board of
Supervisors
July 30, 2012**

The National Citizen Survey™ Survey Background

- ▶ Board of Supervisors' Vision 2020 Plan identified a citizen survey as a top priority.
 - ▲ Turnkey citizen survey service
 - ▲ Benchmark comparisons with 500+ jurisdictions in more than 40 states



Uses of Survey Results



Study Background and Methods

- ▶ 1,200 residents and households in towns and unincorporated area received survey
- ▶ $\pm 5\%$ margin of error
- ▶ Data statistically weighted to reflect population

Key Drivers: Resident Priorities

- ▶ Key driver analysis borrowed from private sector
- ▶ Key drivers are based on relationships between ratings of each service and ratings of County services overall.
- ▶ Key drivers are services highly tied to overall ratings

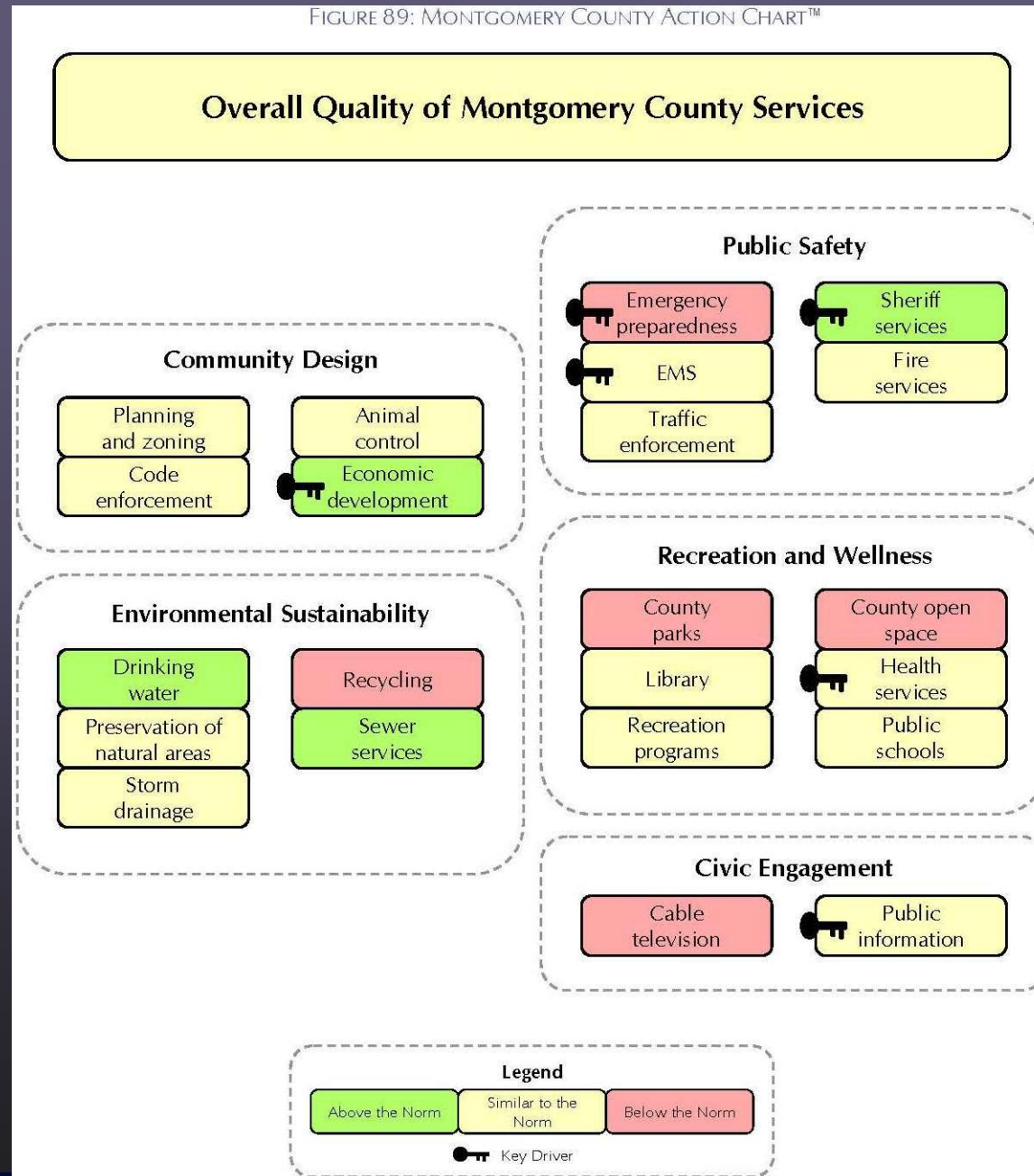
Key Drivers: Resident Priorities

- ▶ Core services land at top of list when residents are asked what services are the most important
- ▶ Life and safety services are essential and should be continuously monitored and improved
- ▶ Key drivers may be useful focus areas to consider for enhancement of overall service ratings.

County Services' Key Drivers

- ▶ Ambulance or emergency medical services
- ▶ Economic development
- ▶ Emergency preparedness
- ▶ Health services
- ▶ Public information services
- ▶ Sheriff services

FIGURE 89: MONTGOMERY COUNTY ACTION CHART™



Conclusions

Quality of services compared

ABOVE

Sheriff 




Economic development 

Drinking Water

Sewer Services

Conclusions

Quality of services compared

Similar	
Fire/EMS 	Animal control
Planning/zoning	Traffic enforcement
Libraries	Health services 
Code enforcement	Storm drainage
Public information 	Preservation of natural areas
Schools	Recreation programs

Conclusions

Quality of services compared

BELOW

Recycling

County Parks

County open spaces

Cable TV

**Emergency 
preparedness**



Questions?

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